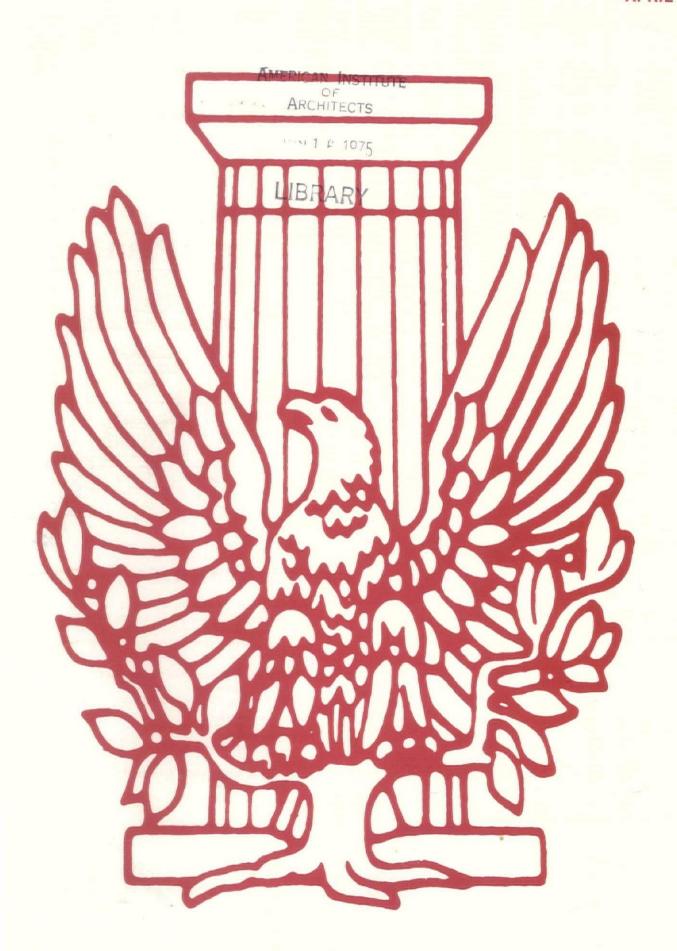
WISCONSIN architect



THE PUNCH LIST



- 1975 Convention Great!
- Awards & Citations
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- Continuing Education Hearing
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WISCONSIN ARCHITECT MAGAZINE

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LOCATION DATE/TIME EVENT Left End Manitowoc Chapter Office Milwaukee G.E.O.F. 1 Building Room 490, Madison State Office Building Room 361, Milwaukee Top of the Marine Milwaukee Atlanta, Georgia Northeast Section Meeting May 12 - 6:30 P.M. W.A.I.A. Primary Officers Meeting May 13 HEARING: A/E Examining Board Re: Continuing Education Requirements HEARING: A/E Examining Board Re: Continuing Education Requirements Southeast Section Meeting May 15 - 10:00 A.M. May 16 - 10:00 A.M. May 19 - 6:30 P.M. National A.I.A. Convention AIA/Red Cedar Shingle Competition Deadline for Registration Entries UW-Extension: Uninterruptible Power Systems May 18-22 May 26 May 29-30 Civic Center Campus Milwaukee Holiday Inn - Midtown Milwaukee Wisconsin Center Madison Chapter Office UW-Extension. How to Improve Productivity and Enrich Human Work W.A.I.A. Continuing Education Committee Meeting June 4 Milwaukee W.A.I.A. Executive Committee Meeting Devil's Head Lodge June 12 Merrimac W-Madison Campus Madison

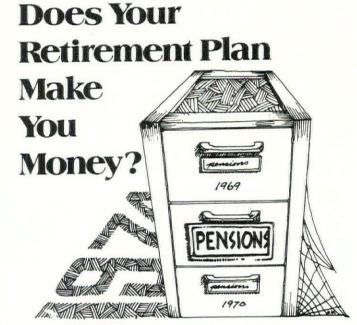
UW-Extension: Renovating Health Care Facilities

International Design Conference in Aspen
UW-Extension: Legal Aspects of Architectural and
Engineering Practice
UW-Extension: Fire Protection

June 12-13

June 15-20 June 23-25

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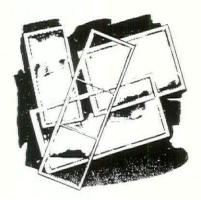
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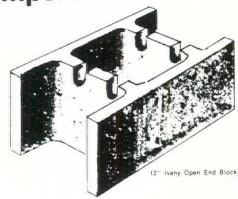
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1975 CONVENTION GREAT!

Early responses to the program, exhibits, and new site indicate that the hard work of John P. Jacoby, Convention Chairman, his Committee and staff, produced a top-flight Convention. Working since last August with John Jacoby on the Convention Committee were: John J. Brust, Leonard H. Reinke, Douglas H. Smith, E. John Knapp, Carl H. Gausewitz, John A. Blassick, Henry K. Kanazawa, Wayne E. Spangler, Reimar F. Frank, Sheldon Segel, UWM/SAR Representative, Michael Gordon, Coordinator of Women's Programs, Mrs. Pat Harper and Exhibitor Representatives, Glaude Gagnon, Jim Donovan and Hal Hubbard. Assisting the Committee in coordination and operation of the Convention were Staff members, Alan Carlson, Kerry Stanger and Judy Flaws.

Deadline for this issue of the Punch List does not allow time for summaries of seminars offered at the Convention. Summaries and excerpts from the excellent seminars coordinated by Herb Wheeler, of Penn State University, will appear in the next issue.

AWARDS & CITATIONS

Also a very important part of the Convention is the Annual Honor Awards Banquet. Chairman, Jerry Spencer, and his Committee put together an excellent program recognizing those chosen by the Jury this year for recognition as previously announced. In addition to the firms, owners and contractors also received awards for the selected buildings. Three special citations were made: recognized for her long and devoted service to the Wisconsin Architect magazine, was former Editor, Ello Brink; recognized for his work with architects over many years was Mr. Harold Schantz, of the Vocational, Technical and Adult Education Division of the Department of Public Instruction. A special recognition was given to the Bradley House restoration program conducted by the Sigma Phi Society. Also recognized for past service with the Wisconsin Architect magazine over the past years were: Maynard W. Meyer, Harry W. Bogner, Willis C. Leenhouts, Ronald D. Hansche, Richard J. Diedrich, E. John Knapp, William P. Wenzler and Gary V. Zimmerman. Members of the Honor Awards Committee this year, assisting Jerry Spencer, were: Paul Ament, Raymond Matulionis, Jeff Dean, Henry Kanazawa, Jay Mc Lean, Ross Potter and Fritz Wegener.

DIRECTORS-AT-LARGE ELECTED

Joining the W.A.I.A. Executive Committee for two year terms are the following members elected by ballot and announced at the Annual Meeting:

JAMES J. ANGUS, A.I.A., Frelich, Angus & Young, Janesville

LEONARD A. WIDEN, A.I.A., Johnson, Wagner, Isley & Widen, Milwaukee

Congratulations to the new Directors!

Joining the Executive Committee, elected by their respective Sections are:

JOHN H. SIMONITSCH, A.I.A., Miller, Waltz, Diedrich, Milwaukee

NOBLE E. ROSE, A.I.A., Knodle-Rose & Associates, Madison

LOUIS H. FIELDS, A.I.A., Fields-Carter, Architects, Sheboygan

BRIAN F. LARSON, A.I.A., Larson, Hestekin, Smith, Ltd., Eau Claire

NEW SOCIETY

The first major step in the Institute's recommended structuring of the Wisconsin Chapter was taken at the 1975 Annual Meeting. As described before in the Punch List articles, the Bylaw changes will make it possible for the Wisconsin Chapter to become the Wisconsin Society of Architects, with four Chapters, plus Sections under each Chapter, in an effort to better serve the local groups of members with a better delivery system of programs, information, communication and representation. The next step is to forward the Bylaw changes to the Institute for their approval, with action on the part of the Institute in issuing a new Charter to what will be the Wisconsin Society of Architects. Additional actions of the Annual Membership Meeting are included in this issue, and will be included in the following issue at the end of May.

CONTINUING EDUCATION HEARING

Following the hearing held before the Examining Board of Architects, Engineers, Designers and Land Surveyors on April 16, the Wisconsin Chapter formulated a position paper and forwarded it to the Examining Board. Representing the Chapter at the above hearing were Leonard A. Widen, A.I.A., Continuing Education Chairman for the W.A.I.A., and Leonard H. Reinke, A.I.A., member of the National A.I.A. Advisory Council on Continuing Education, and member of the W.A.I.A. Continuing Education Committee.

The following is the text of the W.A.I.A. Position sent by President, Richard C. Shutter, A.I.A., to the Examining Board:

Gentlemen:

Subsequent to the April 16, 1975 public hearing conducted by the Architects section of the Examining Board of Architects, Professional Engineers, Designers and Land Surveyors dealing with continuing education and professional development for the Architect, the Wisconsin Chapter AIA wishes to state its position with respect to the implication of that hearing.

The Wisconsin Chapter favors and encourages active participation in continuing education experiences. This has been often demonstrated in the opportunities offered to the membership through the National AIA in the form of training labs (one, one & one-half, or two day) conducted by authorities recognized in their field, correspondence courses and cassette presentations, together with continuing education offered through the University of Wisconsin-Madison extension and the University of Wisconsin-Milwaukee School of Architecture and Urban Planning.

The Chapter Education Committee is planning to:

- 1. Survey all State registered architects in an effort to determine the degree of participation that presently exists in continuing education and professional development experiences.
- 2. Develop a systematic guideline for measuring and monitoring an all (registered) member ongoing continuing education/professional development program.

The Wisconsin Chapter, however, is opposed to any legislative action as it applies to continuing education and professional development. To legislate professionalism is to destroy it. The State of Wisconsin is richly endowed with a strong and varied formalized continuing education program. Through establishing of guidelines and through monitoring a high degree of architectural professionalism can be maintained without legislation.

N.P.F. AWARD GIVEN

The College of Creative Communications at the University of Wisconsin-Green Bay, was selected for a second architectural award in addition to that given by the W.A.I.A. The State Council of the National Paraplegia Foundation recognized the firm of Johnson-Wager-Isley & Widen, Ind., Architects. This firm received the first "T. J. Nugent Award for excellence in barrier-free design by a Wisconsin architect". The Award was presented at the Annual Meeting of the local chapter of the National Paraplegia Foundation on April 3, 1975. The Award is named for Professor T. J. Nugent, a Milwaukee native who is recognized as the father of the American National Standards for barrier-free design. Nugent is a professor at the University of Illinois, Urbana, and director of the University's pioneering program for disabled students for more than 25 years.

"The joint recognition by N.P.F., and W.A.I.A. was established as a positive method of encouraging truly creative solutions to the problem of architectural barriers to the disabled," stated Ms. Jean S. Logan, chairman of the selection committee. "The AIA and NPF agreed to name a winner this year only if a building effectively integrated the needs of the disabled with those of all other occupants. Mere compliance with building codes or separate but equal facilities do not qualify a building for consideration."

The selection committee agreed that the College of Creative Communications not only is barrier-free, but accomplished this despite major design obstacles. The complex includes a theater, stage, plazas and open space, changes in level, classes and studios, which are normally given up as unusable by the disabled. Mrs. Logan noted that "virtually every entrance is accessible from the exterior, reserved parking has been provided close to one entrance, good signage indicates the most feasible entry, and even the exterior doors are easily opened by a person with limited ability to pull. We were particularly impressed that the stage is fully accessible, and that entry is provided into the theater at several locations, providing for integrated seating possibilities."

The Award Committee screened each of the 10 buildings cited by the W.A.I.A. for their 1975 Awards, and inspected those which seemed to meet the basic criteria.

William Johnson accepted the Award for the firm.

NATIONAL A.I.A. DELEGATE NOTICE

If you are planning to attend the 1975 National AIA Convention, May 18-22, 1975, in Atlanta, Georgia, and wish to be considered for Delegate status as a representative from Wisconsin, please contact Alan Carlson at the Chapter Office. The State of Wisconsin is allocated 22 official delegates. In order to vote at business sessions, a delegate must have a signed and approved delegate credential card.

LIGHTING CONFERENCE

A lighting conference sponsored by the Illuminating Engineering Society is scheduled for Friday, May 30, 8:30 A.M. to 4:30 P.M. at the Holiday Inn, Midtown, 2611 West Wisconsin Avenue, Milwaukee. The theme is, "Lighting Design in the Changing Energy Environment". Topics include "Use of Low Pressure Sodium", "How to Conserve Energy and Choose the Proper Light Source", "What is Security Lighting and How is it Related to Energy Use". For further information please contact:

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ASPEN DESIGN CONFERENCE

Theme for the 25th Annual International Design Conference in Aspen, Colorado is "Dimensions of Experience". The Conference is scheduled for Sunday, June 15 through Friday, June 20, with "the theme exploring the nature and variety of experiences in the designed environment, ranging from mundane to ecstatic, destructive to creative, logical to intuitive". Separate days will be devoted to each one of the four levels of the experiential spectrum; the physical, intellectual, emotional and metaphysical.

Participants will be free-lance writer and design consultant, Ralph Caplan. He will speak on the design of situations. Richard Coss, psychologist, will offer a psycho-biological approach to design, concentrating on the effect of visual stimuli on behavior.

Gerald M. Feigen, a journalist, surgeon, ventriloquist, firewalker, and co-founder of Generalists, Inc., will discuss the responsibility of designers for the experiences they create for those using their designs. James M. Fitch will speak on the topic, "Experiential Basis for Aesthetic Decision". Betty Friedan, author of **The Feminine Mystique** will talk about the sex role revolution's impact on housing.

Richard N. Goodwin, lawyer, and former speech writer for President Kennedy, will describe the human and material circumstances responsible for the condition of life in America today.

Edward T. Hall, best known for his books, **The Silent Language** and **The Hidden Dimension**, is concerned with man's use of space in an intercultural context and its effect on man himself.

Sam Keen, Consulting Editor for Psychology Today, will discuss cultural myths relating to the man-made environment.



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Plant geneticist, Derald Langham, will help attendees participate in an experiential process centered on the harmonics of nature.

Jerome Lettvin, biologist, psychiatrist, electrical engineer and professor of communications physiology, will examine the relation of aesthetics to theories of knowledge.

George Nelson, industrial designer and educator, will uncover The Civilized City in a visual presentation bearing the title.

A demonstration of biofeedback techniques will be given by Josh Reynolds. The objective being to quantify and experience created or influenced by design.

Jonas Salk will explain ways of thinking that make use of extensive biological knowledge and how they can be applied to the vital social, psychological and ethical problems of our time.

Behaviorist Albert Scheflen will speak about human territoriality and space use. Social planner and social scientist, Jivan Tabibian, will lead the final summary discussion.

William H. Whyte, author of The Organization Man, will share his observations of street life and reveal how people react to what's around them

Others of international renown have been invited to this conference. May 29 is the deadline for registration. For registration information, write to Mary Apple, IDCA, P. O. Box 664, Aspen, Colorado 81611.

COMPENSATION GUIDELINES AVAILABLE

The new publication, Compensation Management Guidelines for Architectural Services, premiered at the Convention, is now available through the Chapter Office document service. This is a manual on cost-based compensation, which should be put to use in every firm in the State, no matter what the size. Quoting from the preface of the manual, President William Marshall, Jr., F.A.I.A., indicates, "The determination of an appropriate level of compensation for specific services can be as simple or as sophisticated as a firm's record keeping procedures permit. Adoption and widespread use of these Guidelines holds forth the promise that unprofitable commissions will become a thing of the past."

The Guidelines manual is a working document in looseleaf form and will have additions and changes as the months go on. Your own suggestions are welcomed by the Institute after you have used the documents for at least three months.

AWARDS COMPETITION

A reminder on the 1975 AIA/Red Cedar Shingle and Hand Split Shake Bureau Architectural Awards Program. If you have not entered, the entry registration forms are due May 26, 1975, and the forms may be obtained by writing to: AIA/Red Cedar Shingle and Hand Split Shake Bureau, Architectural Awards Program Dept., 1143 Washington Building, Seattle, Washington 98101.

PINS IDENTIFY **EXHIBITORS**

An outstanding display of exhibits was available to members at this years State Convention. According to supplier representatives, activ-

wisconsin architect/abril, 1975

ity in the booth was the best that exhibitors have had in many years. Notes of appreciation have been received by the Convention Chairman, John Jacoby, and the Chapter Office to that effect. One of the new idea innovations at this years Convention was the presentation of small lapel pins to the suppliers who exhibited this year at the W.A.I.A. Convention. The Convention logo and pin was designed by Convention Committee member, Len Reinke, resulting in an attractive red on gold pin. Only suppliers who have exhibited at our Convention this year will be wearing the pins when they call upon you. An expression of your recognition that they support the W.A.I.A. through the educational exhibits program at the Convention would certainly be welcomed.

CONVENTION ATTENDANCE WINNERS

Grand Prize winner of the \$150.00 worth of architectural books and/or documents from the A.I.A. Publications was Carl W. Schubert, of the firm of Schubert and Molzahn, Onalaska, Wisconsin. The prize drawing was made by Miss Wisconsin, Carol Schmitt. Winners of the daily attendance prizes were: James A. Jensen of Mochon, Schutte, Hackworthy & Juerisson, Milwaukee; Richard D. Michael of Owen Ayres & Associates, Eau Claire; Ray Haen of Bray & Associates, Sheboygan; Leonard Widen of Johnson, Wagner, Isley & Widen, Milwaukee; Norman F. Sommers of Norman Sommers & Assocs., Eau Claire and John P. Jacoby of Herbst, Jacoby & Jacoby, Milwaukee. For the record, the Convention Chairman won an impartial drawing by guest speaker, Herb Wheeler, with many witnesses in the exhibit hall (no matter what anybody says!).

IN MEMORIAM

Harold T. Spitznagel, F.A.I.A., a member of the South Dakota Chapter, but a friend of many in the State of Wisconsin, passed away April 1975. Our sympathies have been extended to the family of Mr. Spitznagel by President Richard C. Shutter, A.I.A.

RECENT MEMBERSHIP ACTIONS

The following membership actions were recently taken by the Executive Committee:

JOHN C. MURPHY, was approved for Professional Associate membership in the Southeast Section;

RICHARD J. DEBBAN, was approved for Professional Associate membership in the Northeast Section;

GEORGE E. ROBAK, was approved for Professional Associate membership in the Southeast Section.

NOTICE: 75 CONVENTION ATTENDEES

Upon return to Washington, D. C. the cash and checks received at our Convention by Kathy Davis, Publications Manager were stolen from her office. Several WAIA members purchased display copies from Kathy by check at the close of the convention. If you purchased dsiplay books by check please stop payment on any check issued to National AIA for the above purpose and notify Kathy Davis at the Institute. The above does not apply to any purchases of Compensation Guidelines books or other payments handled through WAIA staff.

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Northeast Section Officers: H. James Gabriel, President; Louis H. Fields, Vice President; Victor D. Halloran, Secretary-Treasurer, P. O. Box 308, Green Bay, Wisconsin 54305.

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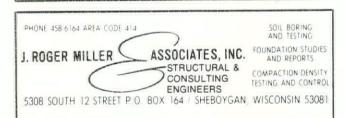
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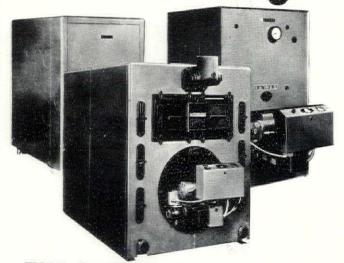
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